



Tourism & Events Department
7447 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

**To: Linda Dillenbeck, Chairperson
Tourism Development Commission**

From: Steve Geiogamah, Tourism Development Manager

Date: October 15, 2019

Subject: Work-Study Follow Up

Per the discussion during the September TDC Work/Study session a consensus statement and proposed next steps are summarized below. If there are any additions or modifications, please provide them at the October 15 meeting.

Staff presented the following questions at the session:

1. Initial identification of factors to consider in addressing plans such as market forces, travel and consumer trends, competition, community development/character, local issues and destination strengths/weaknesses.
2. Develop consensus on the direction (increases/decreases/flat) of bed tax revenue for the next five years.
3. Identify possible modifications, if any, to either current bed tax allocation policies or to program activities, and resultant impact on program activities and on bed tax cash flow.
4. Develop consensus on tourism program priorities and tactics, and provide direction to staff for the bed tax budget for the following program activities:
 - Destination Marketing – Experience Scottsdale
 - Visitor Related Research
 - Event Support Program
 - Tourism Related Capital Projects

Following a discussion, points were identified and summarized in the September 17 meeting minutes and the following consensus statement was developed:

As a whole, balance and diversity of events must remain and Experience Scottsdale does a great job to stay competitive and address our challenges, but adjustments could be made as to how the budget is allocated by looking at one-time events, community focused events or by providing rewards for events occurring off-season. In addition, evaluations on sponsorships or the use of charitable donations could also be reviewed.

Next Steps

- Staff will continue to monitor tourism special revenue funds between actual and potential capital projects to maintain appropriate funds for annual expenses.
- Staff will further research events that fit tourism program objectives and generate room nights.
- Staff will work the TDC to discuss possible event support funding modifications for FY2020/21.
- Staff will evaluate projects to maintain the character, uniqueness, and attractiveness of the city as a destination.